

ORDER



Orders
Order / Rev: 718410
Alt Order #: 06353250
Product Desc: PAULSEN FOR CONGRESS
Estimate: PAULSEN FOR CONGRESS
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 43065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: PAULSEN/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	62	\$84,000.00	\$71,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	62	\$84,000.00	\$71,400.00	0.00
Totals	62	\$84,000.00	\$71,400.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	11/01/12	11/05/12	NBC Nightly News	CM	530-6P	1--1--1	:30	3	\$2,250.00	P-4	0.00	NM	3	\$13,950.00
				NBC Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	1--1--1		3				\$2,250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	11/01/12-11/07/12	NBC Nightly News		530-6P	M--Th---Su	:30		\$4,950.00		0.00	NM		
	2	KARE	11/01/12-11/07/12	NBC Nightly News		530-6P	M--Th---Su	:30		\$4,500.00		0.00	NM		
	3	KARE	11/01/12-11/07/12	NBC Nightly News		530-6P	M--Th---Su	:30		(\$2,250.00)		0.00	NM		
		See MG 1.4													
		[na]													
	4	KARE	10/31/12-10/31/12	NBC Nightly News		530-6P	--W-----	:30		\$4,500.00		0.00	NM		
		Ⓜ MG for 1.3 11/01													
N 2	KARE	10/31/12	11/06/12	M-F 5-6a	CM	5-6a	11111--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
				KARE First Edition M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	11111--		5				\$350.00		0.00			
N 3	KARE	10/31/12	11/06/12	M-F 6-7a	CM	6-7a	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
				KARE 11 Sunrise M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	11111--		5				\$1,000.00		0.00			
N 4	KARE	10/31/12	11/06/12	Today Show	CM	7-9a	11111--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,700.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	11111--		5				\$800.00		0.00			

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Advertiser: PAULSEN/R/CON/MN
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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KARE	10/31/12	11/06/12	Today Show Today Show	CM	7-9a	11111--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,700.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/31/12 11/06/12 11111-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 5 \$800.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF---- :30 \$1,000.00 0.00 NM </div> <div> 2 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF---- :30 \$1,000.00 0.00 NM </div> <div> 3 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF---- :30 \$900.00 0.00 NM </div> <div> 4 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF---- :30 \$900.00 0.00 NM </div> <div> 5 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF---- :30 \$900.00 0.00 NM </div> </div>															
N 5	KARE	10/31/12	11/06/12	M-F 9-10a TODAY	CM	9-10a	21111--	:30	6	\$350.00	P-4	0.00	NM	6	\$2,100.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/31/12 11/06/12 21111-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 6 \$350.00 0.00 </div> </div>															
2X MAX/DAY: TU															
N 6	KARE	10/31/12	11/06/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	11111--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/31/12 11/06/12 11111-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 5 \$100.00 0.00 </div> </div>															
N 7	KARE	10/31/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--111--	:30	3	\$525.00	P-4	0.00	NM	3	\$1,575.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/31/12 11/06/12 --111-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 3 \$525.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 KARE 10/31/12-11/06/12 M-F 4-430p 4-430P M-WThF---- :30 \$525.00 0.00 NM </div> <div> 2 KARE 10/31/12-11/06/12 M-F 4-430p 4-430P M-WThF---- :30 \$525.00 0.00 NM </div> <div> 4 KARE 10/31/12-11/06/12 M-F 4-430p 4-430P M-WThF---- :30 \$525.00 0.00 NM </div> </div>															
N 8	KARE	10/31/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	1-111--	:30	4	\$600.00	P-2	0.00	NM	4	\$5,050.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/31/12 11/06/12 1-111-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 4 \$600.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 KARE 10/31/12-11/06/12 M-F 430-5p 430-5P M-WThF---- :30 (\$600.00) 0.00 NM See MG 8.5,8.6,8.7 [Per Management] </div> <div> 2 KARE 10/31/12-11/06/12 M-F 430-5p 430-5P M-WThF---- :30 (\$600.00) 0.00 NM See MG 8.5,8.6,8.7 [Per Management] </div> <div> 3 KARE 10/31/12-11/06/12 M-F 430-5p 430-5P M-WThF---- :30 (\$600.00) 0.00 NM See MG 8.5,8.6,8.7 [Per Management] </div> <div> 4 KARE 10/31/12-11/06/12 M-F 430-5p 430-5P M-WThF---- :30 \$1,000.00 0.00 NM </div> <div> 5 KARE 10/31/12-11/02/12 M-F 430-5p 430-5P --WThF---- :30 \$1,350.00 0.00 NM Ⓜ MG for 8.2,8.1,8.3 </div> <div> 6 KARE 10/31/12-11/02/12 M-F 430-5p 430-5P --WThF---- :30 \$1,350.00 0.00 NM Ⓜ MG for 8.2,8.1,8.3 </div> <div> 7 KARE 10/31/12-11/02/12 M-F 430-5p 430-5P --WThF---- :30 \$1,350.00 0.00 NM Ⓜ MG for 8.2,8.1,8.3 </div> </div>															
N 9	KARE	10/31/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	1-111--	:30	4	\$1,450.00	P-4	0.00	NM	4	\$7,725.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/31/12 11/06/12 1-111-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 4 \$1,450.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 KARE 10/31/12-11/06/12 M-F 5-530p 5-530p M-WThF---- :30 \$1,800.00 0.00 NM </div> <div> 2 KARE 10/31/12-11/06/12 M-F 5-530p 5-530p M-WThF---- :30 \$1,975.00 0.00 NM </div> <div> 3 KARE 10/31/12-11/06/12 M-F 5-530p 5-530p M-WThF---- :30 \$1,975.00 0.00 NM </div> <div> 4 KARE 10/31/12-11/06/12 M-F 5-530p 5-530p M-WThF---- :30 \$1,975.00 0.00 NM </div> </div>															
N			11/05/12		CM	6-630p			4		P-4	0.00	NM	4	\$7,725.00

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Estimate: PAULSEN FOR CONGRESS
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	KARE	10/31/12		M-F 6-630p KARE 11 6 News			1-111--	:30		\$1,450.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	1-111--	4		\$1,450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/31/12-11/06/12		M-F 6-630p		6-630p	M-WThF----	:30		\$1,800.00		0.00	NM		
2	KARE	10/31/12-11/06/12		M-F 6-630p		6-630p	M-WThF----	:30		\$1,975.00		0.00	NM		
3	KARE	10/31/12-11/06/12		M-F 6-630p		6-630p	M-WThF----	:30		\$1,975.00		0.00	NM		
4	KARE	10/31/12-11/06/12		M-F 6-630p		6-630p	M-WThF----	:30		\$1,975.00		0.00	NM		
N11	KARE	10/31/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	1-111--	:30	4	\$1,200.00	P-4	0.00	NM	4	\$11,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	1-111--	4		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/31/12-11/06/12		M-F 630-7p		630pm-7pm	M-WThF----	:30		\$3,150.00		0.00	NM		
2	KARE	10/31/12-11/06/12		M-F 630-7p		630pm-7pm	M-WThF----	:30		\$2,700.00		0.00	NM		
3	KARE	10/31/12-11/06/12		M-F 630-7p		630pm-7pm	M-WThF----	:30		\$2,700.00		0.00	NM		
4	KARE	10/31/12-11/06/12		M-F 630-7p		630pm-7pm	M-WThF----	:30		\$2,700.00		0.00	NM		
N12	KARE	10/31/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	1-111--	:30	4	\$2,475.00	P-4	0.00	NM	4	\$13,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	1-111--	4		\$2,475.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/31/12-11/06/12		M-F 10-1035p		10-1035P	M-WThF----	:30		\$3,150.00		0.00	NM		
2	KARE	10/31/12-11/06/12		M-F 10-1035p		10-1035P	M-WThF----	:30		\$3,375.00		0.00	NM		
3	KARE	10/31/12-11/06/12		M-F 10-1035p		10-1035P	M-WThF----	:30		\$3,375.00		0.00	NM		
4	KARE	10/31/12-11/06/12		M-F 10-1035p		10-1035P	M-WThF----	:30		\$3,375.00		0.00	NM		
13	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$200.00		0.00						
14	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$500.00		0.00						
N16	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$1,450.00	P-4	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,450.00		0.00						
N17	KARE	11/03/12	11/03/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$1,175.00	P-4	0.00	NM	1	\$1,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,175.00		0.00						
N18	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$3,375.00		0.00						
N19	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	2	\$400.00	P-4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	2		\$400.00		0.00						
N20	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,450.00	P-4	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,450.00		0.00						
N21	KARE	11/05/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00

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KARE

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N21	KARE	11/05/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M- - - - -	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M- - - - -	1		\$250.00		0.00					
												Totals	62	\$84,000.00